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An Expert Warns:

YOUR SCREEN MAY SHOW ONLY HALF THE PICTURE

see page 18

LOCAL PROGRAMS
JANUARY 4-10

Mary Tyler Moore, Dick Van Dyke and Carl Reiner of 'The Dick Van Dyke Show'

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HOLLYWOOD'S FAVORITE SECOND TOMATOES

Local Programs

January 11-17

Marjorie Lord
June Lockhart
Amanda Blake
Barbara Hale

EXERCISES FOR VIEWERS WHO ARE TOO LAZY TO EXERCISE

see page 18

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LOCAL PROGRAMS • JANUARY 18-24

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PLUS REGULAR FEATURES AND LOCAL PROGRAMS FOR WEEK OF JAN. 25-31

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WHAT TELEVISION IS DOING TO AMERICAN WOMEN

Don't miss this provocative article BY BETTY FRIEDAN

see page 6

DANNY KAYE AND LAURIE ICHINO

THE JOYOUS WORLD OF JONATHAN WINTERS

see page 8

LOCAL PROGRAMS • FEBRUARY 8-14

Bea Benaderet and the 'Petticoat Junction' girls

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WHAT ONE TV CRITIC THINKS OF TV CRITICS --NOT MUCH!

see page 12

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LOCAL PROGRAMS
FEBRUARY 15-21

MR. AND MRS. ANDY WILLIAMS

VOTE FOR YOUR FAVORITES!

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NOMINATING BALLOT
IS ON PAGE 5

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DAVID JANSSEN
OF 'THE FUGITIVE'

PROBLEM DRAMAS BLOOM IN 'THE VAST WASTELAND'

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FEB. 29-MAR. 6
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SHIRL CONWAY, ZINA BETHUNE OF 'THE NURSES'

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LOCAL PROGRAMS
MARCH 7-13

A SPARKLING COMEDY GEM
By S. J. Perelman

see page 5

THE LATEST WORD ON COLOR TV

see page 20

RICHARD CHAMBERLAIN
OF 'DR. KILDARE'

COMMERCIALS: IS RELIEF IN SIGHT?

see page 18

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LOCAL PROGRAMS
MARCH 14-20

IRENE RYAN,
DONNA DOUGLAS,
BUDDY EBSEN
OF 'THE
BEVERLY HILLBILLIES'

THROUGH 'THE OUTER LIMITS' WITH RICHARD GEHMAN

see page 6

LOCAL PROGRAMS
MARCH 21-27

DON KNOTTS, ANDY GRIFFITH,
JIM NABORS OF
'THE ANDY GRIFFITH SHOW'

This is the week to VOTE!

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Local Programs · March 28-April 3

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Your Awards ballot is on page 17

LAWRENCE WELK

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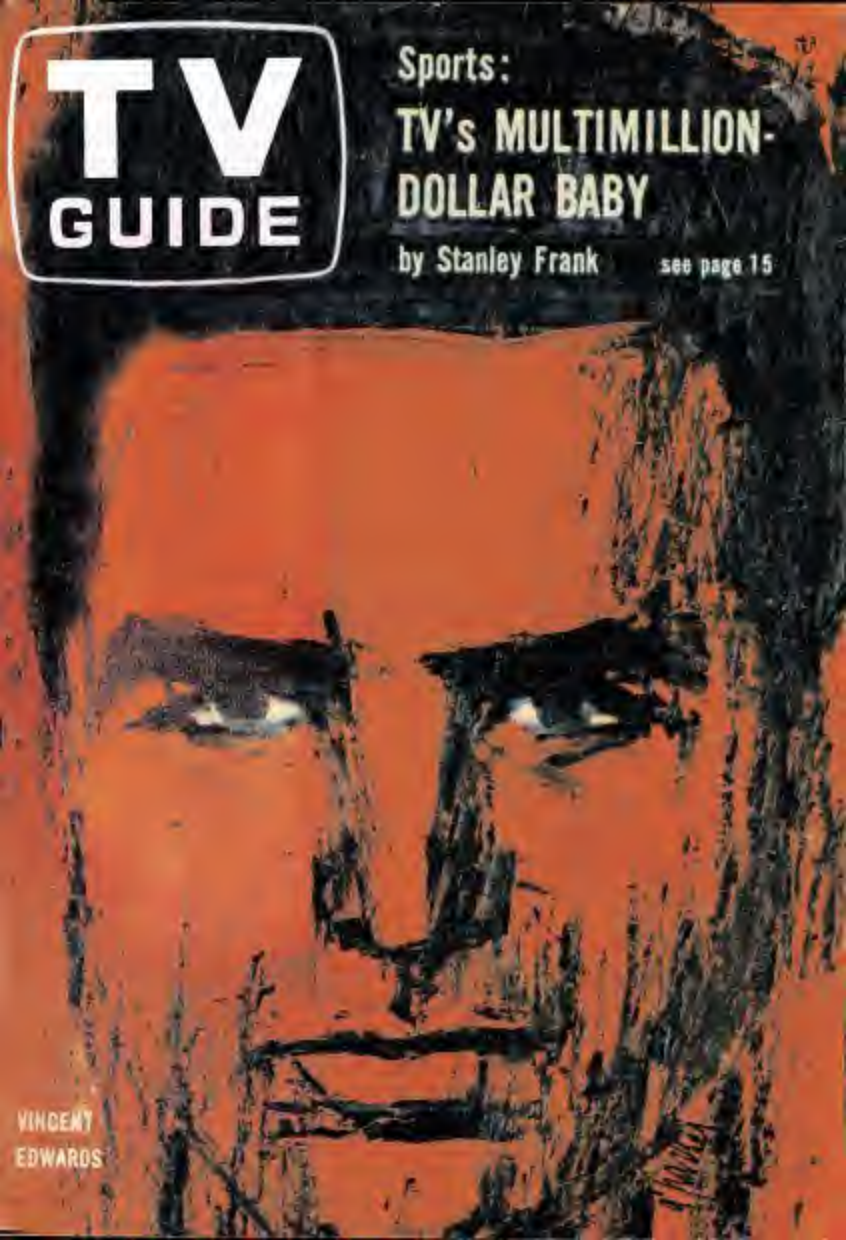
Sports:

TV's MULTIMILLION-DOLLAR BABY

by Stanley Frank see page 15



VINCENT EDWARDS

IS SPEECH ON TELEVISION REALLY FREE?

see page 4

LOCAL PROGRAMS
APRIL 11-17

BILL BIXBY, RAY WALSTON
OF 'MY FAVORITE MARTIAN'

BACK IN BRITAIN WITH THE BEATLES

see page 10

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Local Programs - April 18-24

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DEAN JAGGER,
JAMES FRANCISCUS
OF 'MR. NOVAK'

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Local Programs
April 25-May 1
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WHAT THE NEW 82-CHANNEL SETS MEAN TO YOU

see page 3

DANNY THOMAS

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HOW TO STEAL A TELEVISION SET

By Convict #76921

see page 3

William Windom, Inger Stevens of 'The Farmer's Daughter'

THE OUTLANDISH TV SPOOF THAT FOOLED A NATION

see page 12

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VIC MORROW, RICK JASON OF 'COMBAT'

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LOCAL PROGRAMS

MAY 16-22

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LESLIE CARON'S DIOR FASHIONS

THE PREAKNESS

CAROL BURNETT PREVIEW

ALFRED HITCHCOCK

EISENHOWER'S RETURN TO NORMANDY

see page 4

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Mary Tyler Moore

of 'The Dick Van Dyke Show'

A light-hearted tour: THE TRUE BEVERLY HILLS—STRANGER THAN TV FICTION

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Local Programs • May 30-June 5

Ernest Borgnine, Tim Conway and Joe Flynn of 'McKale's Navy'

15¢

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Local Programs
June 6-12

HOW TO MAKE MILLIONS WITHOUT REALLY WORKING

see page 4

RICHARD GEHMAN SUMS UP STEVE ALLEN

see page 26

Amanda Blake of 'Gunsmoke'

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LOCAL PROGRAMS - JUNE 13-19

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THE TALL CHILDREN:

A Network V.P.'s Lively Stories of Top Entertainers

FRED FLINTSTONE see page 22

THE NEGRO IN TELEVISION, By Richard Gehman

SEE PAGE 15

Local Programs
June 20-26
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DONNA REED

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GOOD FOR LAUGHS:

An Angry Young Man (PAGE 3)

Wild Comedy Writers (PAGE 8)

LOCAL PROGRAMS
JUNE 27-JULY 3

Mr. & Mrs Johnny Carson

THE PRESIDENT'S CHANGING APPROACH TO TELEVISION

see page 3

LOCAL PROGRAMS • JULY 4-10

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THE CASE OF THE INDESTRUCTIBLE HERO:

Raymond Burr, who plays him, and Erle Stanley Gardner, who created him

COMPLETE DETAILS ON CONVENTION COVERAGE

WILLIAM S. WHITE: TV'S ROLE IN POLITICS

TV GUIDE

LOCAL PROGRAMS

JULY 11-17

THE ANCHOR MEN

GEORGE C. SCOTT SPEAKS FRANKLY ABOUT:
HIS YEAR OF 'RESTRICTIONS' AND 'HARASSMENT' SEE PAGE 10

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Local Programs
July 18-24

DOUG McCLURE, ROBERTA SHORE, JAMES DRURY OF 'THE VIRGINIAN'

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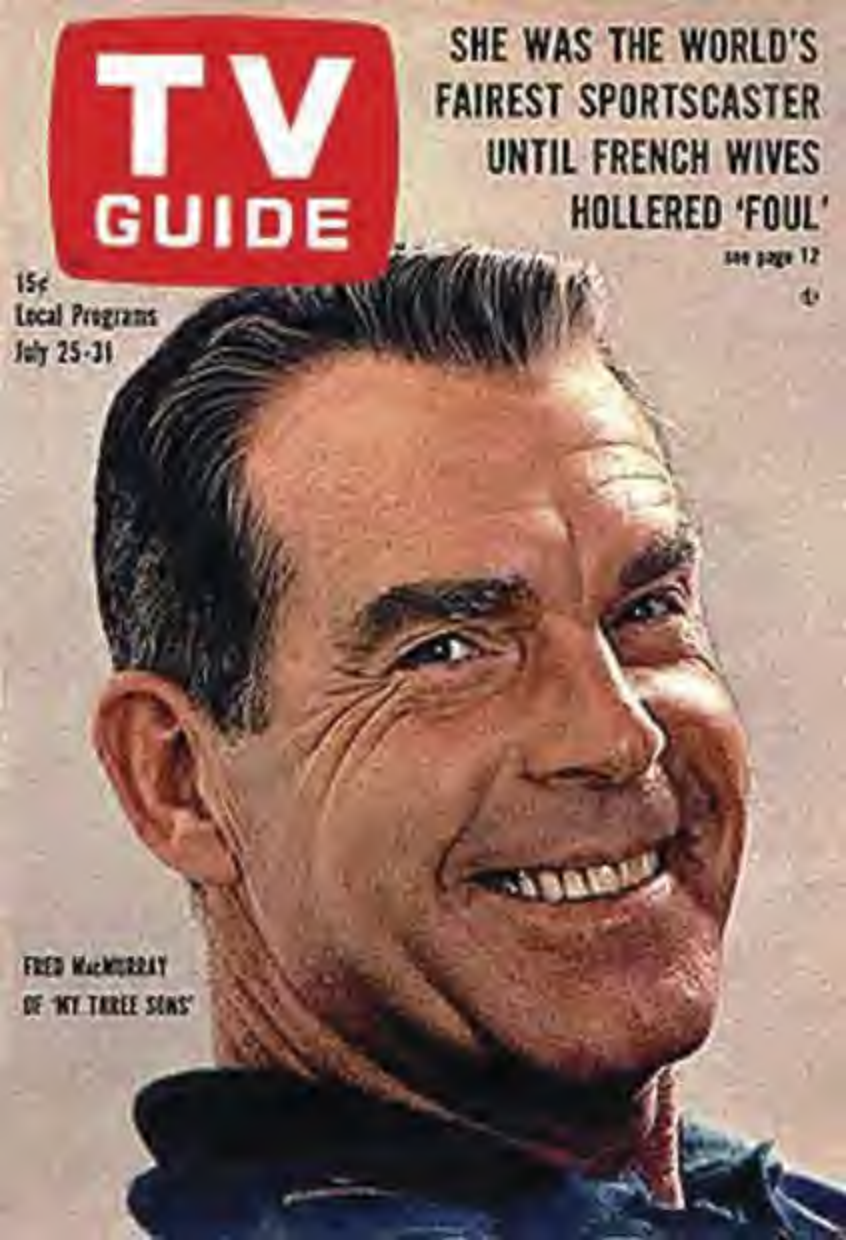
Local Programs
July 25-31

SHE WAS THE WORLD'S FAIREST SPORTSCASTER UNTIL FRENCH WIVES HOLLERED 'FOUL'

see page 12



FRED MacMURRAY
OF 'MY THREE SONS'

THE HILLBILLIES CALL IT HOME • TV ON THE FLY

page 12 page 10

LOCAL PROGRAMS • AUGUST 1-7

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THE 'TODAY' CAST

BURKE'S ASSISTANT: HE HAS LAWS TOO

SEE PAGE 15

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LOCAL PROGRAMS

AUGUST 8-14

GENE BARRY, GARY CONWAY OF 'BURKE'S LAW'

FRANK McGEE, WON'T YOU PLEASE COME HOME?

By Mrs. Frank McGee

SEE PAGE 7

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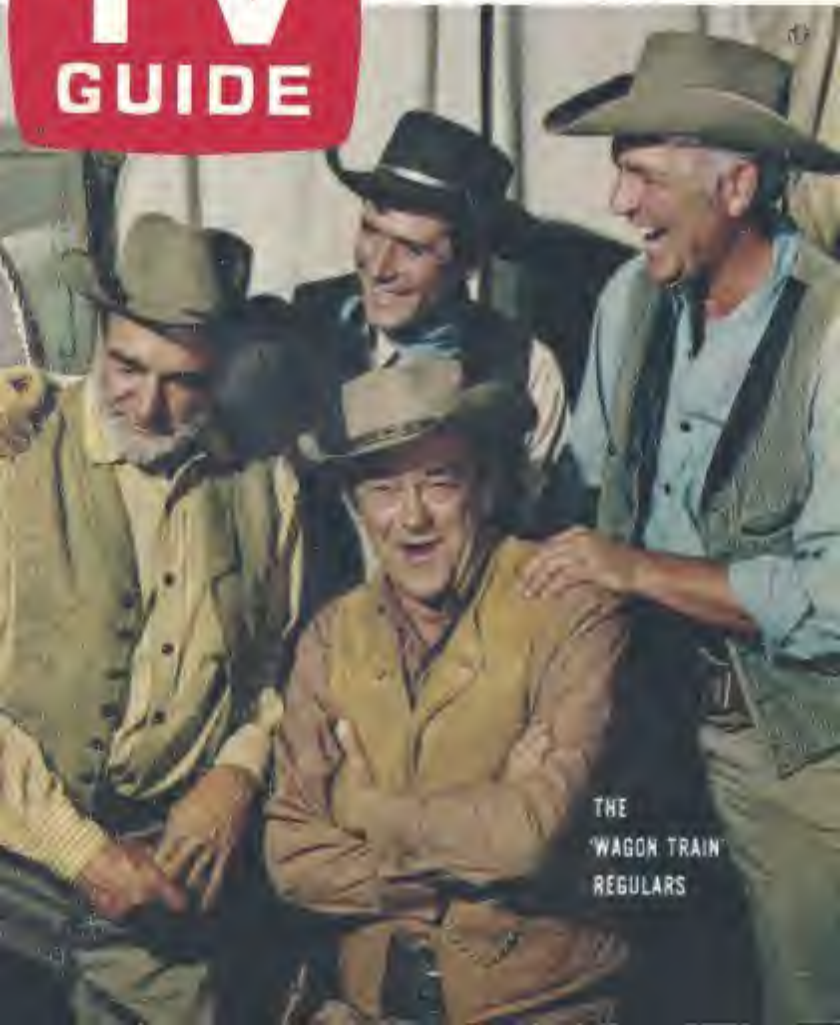
LOCAL PROGRAMS • AUGUST 15-21



THE 'WAGON TRAIN' REGULARS

THIS WEEK: THE DEMOCRATIC CONVENTION — COMPLETE DETAILS

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August 22-28
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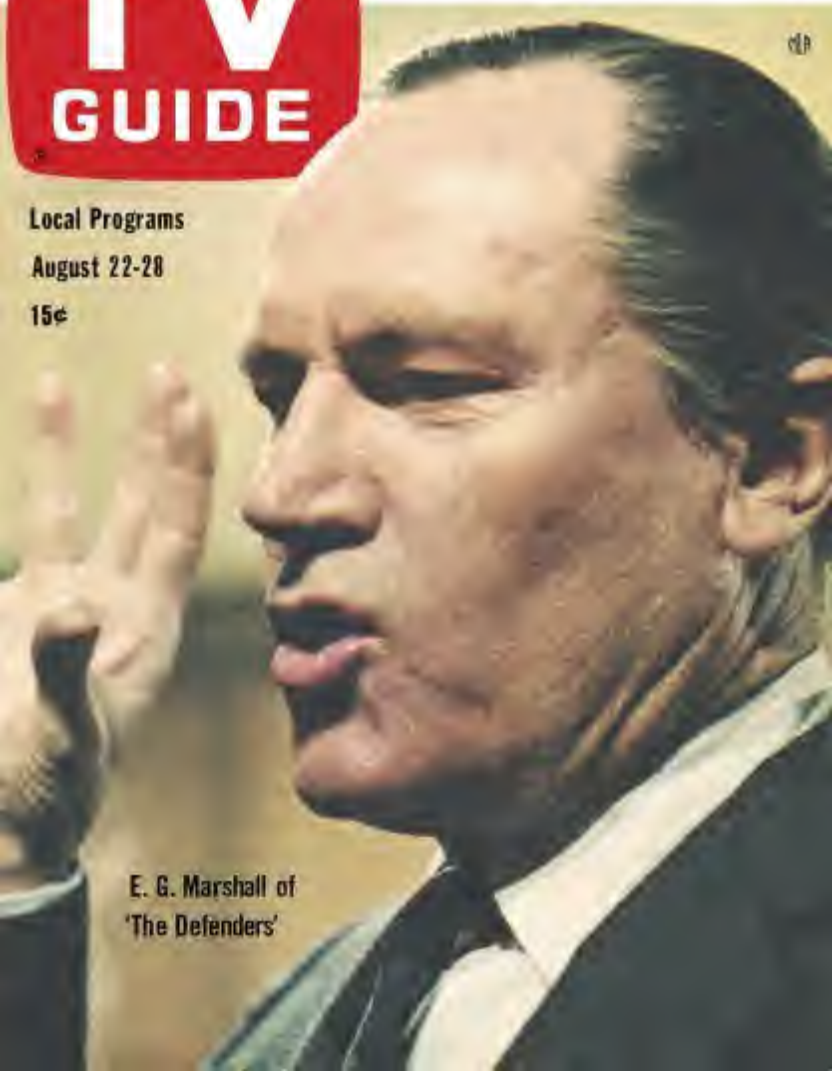

E. G. Marshall of 'The Defenders'

HOW ACTORS CASH IN ON TV's BIGGEST JACKPOT

see page 3

Local Programs
Aug. 29-Sept. 4

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Patty Duke and 'Parents'
William Schallert
and Jean Byron

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Local Programs
Sept. 5-11
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Exclusive:
NEWTON MINOW'S PROPOSALS FOR RESHAPING TV
see page 4

The change in
LUCILLE BALL
by Richard Gehman
see page 18

THE SUCCESSFUL COP WHO NEVER GETS HIS MAN

See Page 16

LOCAL PROGRAMS - SEPTEMBER 12-18

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David Janssen, Barry Morse of 'The Fugitive'

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A SPECIAL 32-PAGE SUPPLEMENT

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FALL PREVIEW 1964-1965 SHOWS

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1964 ALL-AMERICA PREVIEW

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Local Programs Sept. 26-Oct. 2

THE MAD BUSINESS OF RUNNING FOR PRESIDENT

By Edward P. Morgan

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OCTOBER 3-9

MIA FARROW
OF 'PEYTON PLACE'

COMPLETE DETAILS OF OLYMPICS COVERAGE

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LOCAL PROGRAMS
OCTOBER 10-16

GIG YOUNG, CHARLES BOYER, DAVID NIVEN OF 'THE ROGUES'

WHY TV HAS NEWSPAPERMEN TALKING— TO THEMSELVES

By Samuel Grafton

LOCAL PROGRAMS • OCTOBER 17-23

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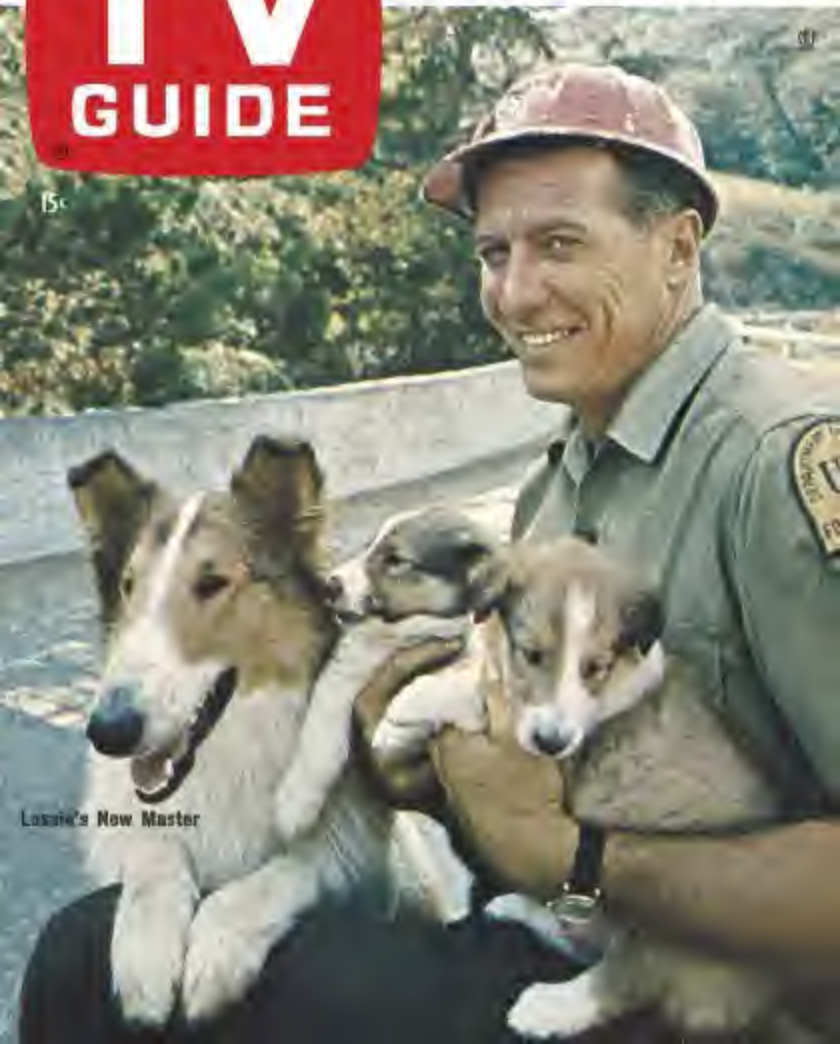

Lassie's New Master

GLINT IN EYE, GUN IN HAND, TONGUE IN CHEEK—
'THE MAN FROM U.N.C.L.E.'

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Local Programs • October 24-30

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Robert Vaughn

DETAILS ON HOW TV WILL COVER THE ELECTION

Local Programs · Oct. 31-Nov. 6

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JOHN ASTIN, CAROLYN JONES
OF 'THE ADDAMS FAMILY'

WHAT RATINGS CAN AND CANNOT DO

By A.C. Nielsen Jr.

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THE MAN WOMEN LOVE TO HATE

see page 22

LOCAL PROGRAMS
NOVEMBER 14-20

She's sweet,
She's lovable,
She's reformed:

CARA WILLIAMS

PRO FOOTBALL'S NEW BOSS ■ THE GHOST HUNT ON TV

page 6

page 22

LOCAL PROGRAMS • NOVEMBER 21-27

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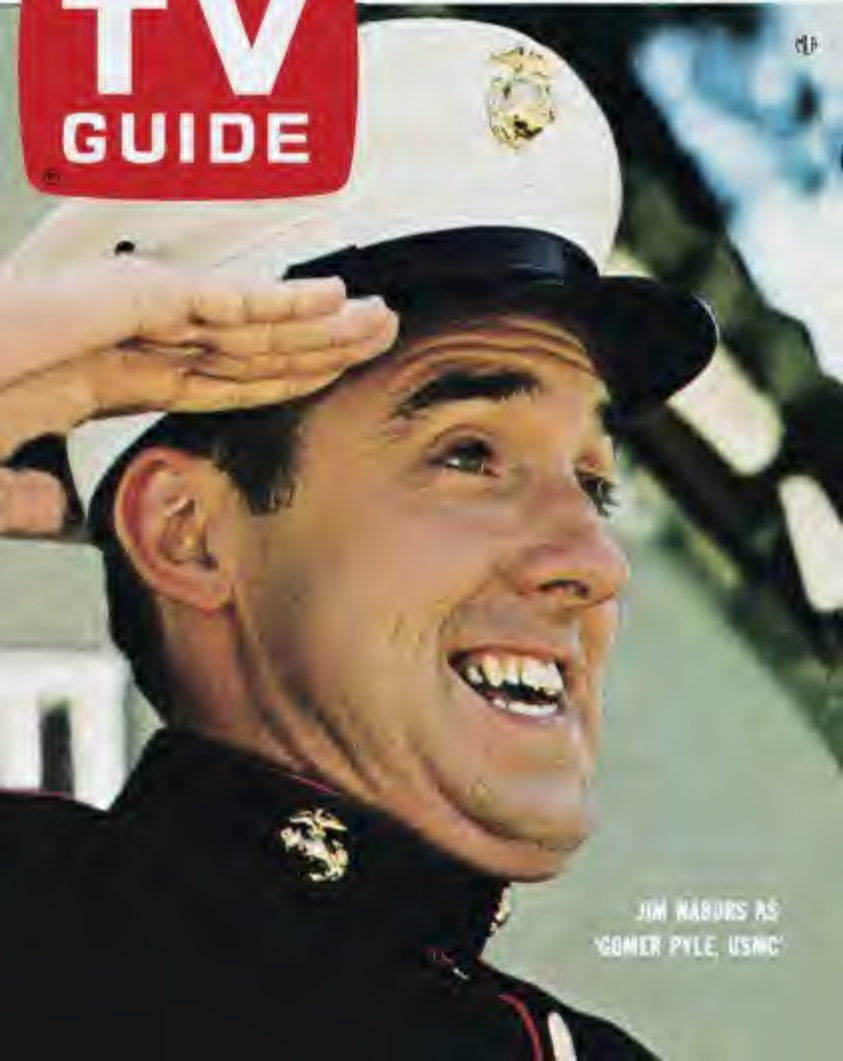

JIM NABORS AS 'GOMER PYLE, USMC'

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Local Programs - Nov. 28-Dec. 4

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The Nation's Football Coaches Select

THE 75TH ALL-AMERICA TEAM

Elizabeth Montgomery of 'Bewitched'

IF I HAD A NETWORK, BY MAX SHULMAN

see page 6

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SAMMY JACKSON, LAURIE SIBBALD OF 'NO TIME FOR SERGEANTS'

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LOCAL PROGRAMS • DEC. 12-18

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A DOLL (Julie Newmar)

A GUY (Bing Crosby)

A TREND (Discotheque Fashions)

AN INNOVATION (New Color Sets)

JULIE NEWMAR
OF 'MY LIVING DOLL'

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LOCAL PROGRAMS
DECEMBER 19 – 25

15c • Local Programs • Dec. 26-Jan. 1

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THE BOWL GAMES:
Complete details

DAYTIME DELILAHS:
They make housewives' blood boil

JULIET PROWSE